

WISCONSIN TRAFFIC SAFETY REPORTER

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2005

Why do people crash?

by Major Dan Lonsdorf, Director
WisDOT Bureau of Transportation Safety

What causes traffic crashes? And can we do anything about it?

I can honestly answer the second question, "Yes!", partly because I know that most crashes and fatalities, well over 90%, can be traced directly back to choices made by a driver.

The choice to drive too fast ...

The choice to drive after drinking too much alcohol...

The choice not to wear a safety belt ...

The choice to run a stop sign ... or follow too close ... or to do something else while driving ... or any one of hundreds of other choices which can lead to a crash.

Many people still call them "accidents", but accidents are random acts, impossible to predict or guard against. Think about the crashes you know something about. Did the driver make a choice that was directly related to causing the crash? Or did another driver?

And that's why I can answer "Yes!" when asked if we can do anything to prevent crashes. Any driver who makes a bad choice that leads to a crash could have made a different choice. And by educating drivers about their choices, by making them aware of the importance of their decisions, and by making them believe they will get caught for breaking the law, we can prevent crashes and save lives.

And that's what we do in BOTS every day. We try to make the right and wrong choices obvious and convince drivers to choose well. I'm proud to say we've had quite a bit of success. But I must also caution that we're still far from finished.

Watch out for the deer!



Each year in Wisconsin, deer/vehicle crashes are becoming more common. In 1979 they were only about 5% of all crashes, but by 2003 this had risen to 16.5% (see graph).

From 1993 to 2003, the number of people killed or injured in deer crashes rose 41%. Last year was the deadliest year on record for such crashes; thirteen people were killed and 792 were injured. Almost 22,000 collisions were reported.

Deer crashes are especially dangerous for motorcyclists. In 2003, eight of the thirteen fatalities were motorcyclists. In deer crashes, only 3% of passenger car occupants and 1% of utility truck occupants were killed or injured, but the figure for motorcyclists was a grim 85%.

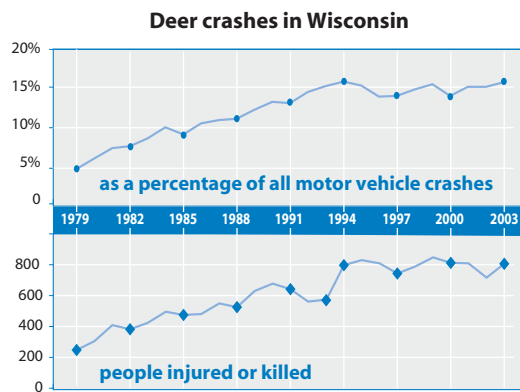
The reasons there are more deer crashes include:

- more vehicle miles traveled by motorists
- residential and commercial development expanding into deer habitat
- a growing deer herd

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This deer jumped off an overpass; the driver was OK.



Source: WisDOT

How's GDL doing?

Fewer 16-year-old drivers in crashes

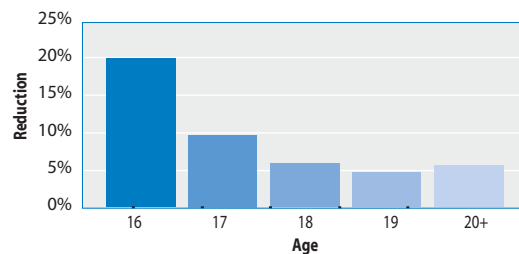
by Mary Elizabeth Kunkel

Wisconsin's four-year-old Graduated Driver License (GDL) Law appears to be working. A preliminary analysis by the State Patrol Bureau of Transportation Safety and the DMV Bureau of Driver Services reports that fewer young drivers are getting into crashes. During 2001-03, the first three years since GDL was enacted, 20% fewer 16-year-old Wisconsin licensed drivers were in injury crashes (see graph) and 18% fewer were in fatal crashes compared to the three years before GDL.

"Clearly, GDL is having the effect we were looking for," says WisDOT Secretary Frank Busalacchi.

"Historically, 16-year-olds are more likely than

Post-GDL reduction in injury crashes for young drivers in Wisconsin (2001-03)



Source: WisDOT, preliminary report (8/04)

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Portions extracted with permission from *Wisconsin Natural Resources* magazine (10/04).

Wisconsin deer crash statistics

www.dot.wisconsin.gov/safety/motorist/crashfacts/docs/deerfacts.pdf



The *Wisconsin Traffic Safety Reporter* is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, to recognize worthwhile programs, to educate and to share ideas with safety professionals.

WisDOT SECRETARY
Frank Busalacchi

DIRECTOR-BOTS
Major Dan Lonsdorf

TSR COORDINATOR
Frank Huitt

Comments/questions are invited:
(608) 267-2309
frank.huitt@dot.state.wi.us

Editor
John Jordan

Bureau of Transportation Safety
P.O. Box 7936
Madison, WI 53707

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Watch out for the deer!

from page 1

Currently, about one out of every six crashes involves a deer, and in some of the more rural counties (e.g., Green Lake and Shawano) more than half of all law enforcement-reported crashes involved deer. They cause more than \$160 million in damage.

Drive to survive

As both the size of the deer herd and the number of miles driven grow, the chances of seeing deer on the road also increase. To avoid crashes we need to drive defensively. Stay aware and alert—that's the advice offered by Dave Collins, superintendent of the Wisconsin State Patrol. Deer move between resting and feeding areas at dawn and dusk and it's hard to see them since they blend into the landscape. In the autumn and winter, deer crashes occur most often between 5 and 11 p.m., and in spring and summer between 8 p.m. and midnight.

Deer are more active in the autumn. "They are creatures of habit and are driven by strong natural forces," says Wisconsin DNR wildlife biologist Michelle Windsor. "During the rut that starts in October and peaks in the first two weeks of November, deer are looking for mates, they are looking for food, and they are much more active." 35% of deer/vehicle crashes occur from October through November. A surprising number of crashes also occur in May and June when pregnant does chase off their

young from the previous year and start dropping spring fawns. Groups of inexperienced deer are more likely to walk and feed along roadsides, oblivious to the danger of oncoming vehicles.

Each year during these peak deer crash periods, WisDOT and the DNR alert motorists about the danger and provide driving tips (see sidebar).

Don't veer for deer

When we encounter deer on the road, we need to keep our cool and not swerve. "In an emergency, this can be the hardest piece of advice to practice, but it definitely saves lives," says Ted Gamble, president of AAA Wisconsin. Hit your brakes, hit your horn and hit the deer if you must, but don't swerve. A driver's instinct is to avoid crashing into the deer, but swerving into traffic and hitting an on-coming vehicle, or swerving to the side and hitting a fixed object are both more dangerous than hitting a deer. They can accelerate from 0 to 30 mph in 1.5 seconds, so if you continue in a straight line and brake, the deer might be gone before you get there.

The exception is motorcyclists. Because of the risk to the rider of hitting a deer, motorcyclists should slow down, brake firmly and, if necessary, swerve to avoid hitting the deer. When swerving, try to stay within the lane if possible to avoid hitting other objects.

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Get to know ... Dennis Hughes

Safety Policy Analysis Section Chief, WisDOT Bureau of Transportation Safety (BOTS)



As a WisDOT policy analyst back in the mid-1980s, Dennis led the agency's first comprehensive review of large truck safety in Wisconsin, separating myth from reality.

This was followed by a first-ever study of the demographic profile of repeat drunk drivers.

In 1991, WisDOT created a Safety Policy Analysis Section, and Dennis was appointed to head it. In a 1996 reorganization, the section became part of BOTS.

Distinguishing fact from fiction has been a constant goal for Dennis and his staff, as they help WisDOT safety personnel, as well as many local safety partners, make informed, data-driven decisions.

In his years of leading WisDOT's analysis of traffic safety trends and policy issues, Dennis modestly says he has "learned a little bit about an awful lot." He professes deep appreciation for the variety of technical expertise and experience-based perspectives of the many traffic safety professionals and advocates he has worked with over the years.

Under his leadership, BOTS publishes several annual digests of traffic safety statistics, including the *Wisconsin Traffic Crash Facts Book* and the award-winning *Wisconsin Alcohol Traffic Facts Book*. His staff also helps BOTS program managers evaluate how effectively state and federal safety funds are being used.

If you need a fact-based perspective on an old, ongoing or emerging traffic safety issue, contact Dennis at (608) 267-9075 or dennis.hughes@dot.state.wi.us. If he doesn't have the answer, chances are good that he can tell you who does.

Deer

from page 2

Testing the countermeasures

In April 2000, the first state-level conference to address the deer/vehicle crash problem was held in Milwaukee. Deer biologists, traffic safety professionals, law enforcement officers and engineers reviewed current research and discussed how to proceed. One outcome was the creation of the Deer/Vehicle Crash Information Clearinghouse at UW-Madison, with start-up funding from WisDOT.

How's GDL doing?

from page 1

drivers of any other age to be involved in crashes. Our data shows they become less likely to be involved in a crash as they gain experience. This law is designed to allow them to gain that experience safely."

The law prohibits newly licensed teens from driving between midnight and 5 a.m. During the years since GDL implementation, an average of 333 fewer 16-year-old drivers were in crashes during those hours.

For all drivers, second and subsequent offenses in a 12-month period bring the offender two extra penalty points on their driving record. Twelve points accumulated in a 12-month period results in license suspension.

GDL introduced a tougher system for 16- and 17-year olds. Now the points for second and subsequent offenses are doubled. So, for example, a four point violation jumps to eight points. The first year after full implementation, 3,875 licenses were withdrawn from drivers under age 18 for accumulating excessive points. Then, as teens began to realize how quickly points add up, the number declined. In 2003, it was down 40% to 2,311.

And enforcement activity is up. In 1998, drivers under age 18 received 1,700 restriction violations. In 2003, they received 4,597, and officers cited violations in two new categories; there were 699 passenger restriction violations and 291 curfew violations.

Other factors might also have influenced the crash rates for 16-year-olds. This evaluation is preliminary, and a more in-depth study is scheduled for late autumn.

Contact Mary Elizabeth Kunkel, WisDOT-BOTS, at mary.kunkel@dot.state.wi.us or (608) 267-5179.

**Help teens
drive safer,
live longer.**

The clearinghouse, which has developed an international reputation, has members from the transportation and natural resources departments of Wisconsin, Illinois, Iowa, Minnesota and Michigan. Across the nation, traffic engineers and others are experimenting with road designs and countermeasures that might help reduce crashes. Examining the effectiveness of various designs and sorting out manufacturers' claims calls for analysis by a neutral source like the clearinghouse. It has now completed a two-year study and has published on its website (www.deercrash.com) the Countermeasure Toolbox, a detailed summary and evaluation of countermeasures.

Clearinghouse director Keith Knapp, UW-Madison Department of Civil Engineering, cautions that "No one should rely on these countermeasures or get overly confident they will prevent a crash." An alert driver has the best chance of surviving the surprise encounter with a deer.

The countermeasures are grouped according to how often they are used, how well they've been studied, and how effective they are. This is a brief summary:

How deer countermeasures stack up

Generally positive results

- Exclusionary fencing (at least 8-10 feet high)
- Wildlife crossings
- Overpasses (at least 100 feet wide) and underpasses (at least 7-8 feet high and 20-25 feet wide) located along natural paths

Conflicting results

- Deer whistles (air-activated or electronic devices on front bumper)
- No clear evidence they work, and might give drivers a false sense of security.
- Roadside mirrors to reflect headlights

Rarely studied

- Speed limit reduction
- Deer crossing signs (including lighted)
- Herd reduction
- Roadside vegetation management

Not studied

- Public information/education campaigns
- In-vehicle technology (some new cars have infrared heat sensors)
- Using alternatives to salt for de-icing roads
- Roadway maintenance, design, and planning policies

Contact Tim McClain, WisDOT-BOTS, at (608) 267-5136 or timothy.mcclain@dot.state.wi.us.



Tips for avoiding deer collisions

Be vigilant near dawn and dusk, the most active time for deer.

Heed deer crossing and speed limit signs.

Always wear your safety belt; it reduces your chance of being injured if you hit a deer.

If you see a deer by the side of the road, slow down and blow your horn with one long blast to frighten it away.

When you see one deer, look for another; they seldom run alone.

If a deer looms in your headlights, don't expect it to move away. Headlights can confuse a deer and cause it to freeze.

Brake firmly when you see a deer in or near your path.

Do not swerve. It can confuse the deer, and it can cause you to lose control and hit a tree or another vehicle.

If you hit a deer, stay in your vehicle. Do not get out and touch the animal. An injured deer can hurt you or itself.

Walking or stopping on the highway is dangerous—you could be hit by an oncoming vehicle.

Get your car off the road if possible and call law enforcement.

August 19-20
Appleton



Award winners

2004 Governor's Conference on Highway Safety

Major Dan Lonsdorf,
WisDOT-BOTS, Eliza Harrold,
Ayn Rassier, Elyse Kleifgen, and
Kayla Hartzheim ▶

Renee Millar, their teacher,
Breinne Carroll, Allie Macho
and Sara Weaver ▶▶



Youth Safety Advocates



Youth Safety Advocates

MHLT Elementary School Team (Minocqua-Hazelhurst-Lake Tomahawk)

The 7th and 8th graders from MHLT Elementary School have gotten serious about making it safer for students to walk and bike to school. Along US Highway 51, which separates their school from a residential neighborhood, there are no school crossing signs, and though some students in this neighborhood live only two blocks from school, the bus ride takes 45 minutes.

With youthful enthusiasm and

determination, they teamed up with community partners to develop a plan. They worked with parents and teachers along with Rob Severson, WisDOT District 7, and the Minocqua town board. Their plan is to improve signage along the highway to alert motorists, expand access and right-of-way trails, install a crosswalk and flashing yellow lights, and provide a crossing guard. They're pursuing

grant and local funding.

They competed with 600 other teams nationwide for a Christopher Columbus Fellowship Award, which is provided by an independent federal agency to tap the curiosity and creativity of kids to improve their communities. Among the eight finalists, they won an all-expense-paid trip to Disney World in Florida, where they met some modern-day explorers — astronauts.

River Bluff Middle School Team, Stoughton

Wisconsin boasts yet another Christopher Columbus Fellowship Award national finalist — River Bluff Middle School. Their teacher has a friend who is blind, and they tackled this challenge: How can we make crosswalks safer for people who are visually impaired?

Working with the Wisconsin Council of the Blind, they developed a prototype *Uni-Bump* —

a steel wire covered with duct tape that is fastened to the road down the center of a crosswalk. Visually impaired people can feel it with their canes and stay safely within the crosswalk.

The project has been all extra-curricular, and the team has now applied for a patent and is looking for a company to manufacture and market the *Uni-Bump*.



▲ Larry's safety belt kept him in his truck; Jaws of Life got him out.

Larry Dziak with Major Dan Lonsdorf (l), WisDOT-BOTS, and Mark Abrahamson (r), Wisconsin State Patrol ▶

Ed Williams, Rick Traver, Kathy Huntowski, Dave Dwyer, Marlene Bautch and Tom Barton ▶▶



Safety Belt Survivor of the Year

Larry Dziak

"Safety belts work ... and law enforcement works too. I'm alive today because I saw a state trooper on the median and decided to buckle up." Larry also appreciates the rescue personnel who pried him from his truck after the crash.

On the morning of April 11, 2003, he was driving from Green Bay to Madison on Highway 41.

Soon after he saw the trooper and buckled up, a northbound car crossed the median and, despite Larry's best efforts, crashed into his Chevy S-10. Both vehicles were going about 65 mph. Dziak sustained a fractured left knee and facial injuries, but he's still here to tell the story.



Motorcycle Safety Advocates

ABATE of Wisconsin

A motorcycle rights and safety organization with about 6,000 members, ABATE has long been committed to fostering safety. Members who are certified RiderCoaches teach courses in rider education. Their safety coordinator, Tom Lane, has been on board with the Wisconsin Motorcycle Safety Program since the early 1980s.

They have participated in workshops to find ways to reduce motorcycle fatalities and have stepped up their efforts since attending the statewide National Agenda for Motorcycle Safety (NAMS) Summit earlier this year. ABATE, now celebrating its 30th anniversary, also promotes public awareness, Share the Road and don't-drink-and-ride programs.

Move over! ... for emergency vehicles

Law enforcement officers are trained and equipped to protect themselves and others while on duty, but while parked on the side of a highway they are basically defenseless against vehicles rushing by just a few feet away.

So Wisconsin now has a "Move Over Law" (2001 Wisconsin Act 15) that requires drivers to shift lanes or slow down to provide a safety zone for law enforcement, emergency and highway construction vehicles as well as tow trucks stopped by the road with warning lights flashing. On average, 14 people have been convicted per month.

State Patrol Superintendent David Collins reminds us, "The fine is \$243 with three demerit points. Also, your license will be suspended if you are involved in a crash, and you may serve up to seven years in prison if you injure or kill someone." Too many people have been killed or seriously injured by such carelessness; we all need to keep this law in mind.

BE ON THE SAFE SIDE...
It's the law.



ON A 4-LANE



1. Move over a lane from the emergency vehicle until you're safely past.
2. If you can't change lanes, **slow down**.

ON A 2-LANE



1. **Slow down** until you're safely past the emergency vehicle.

When drivers pass stopped emergency vehicles, everyone's safety is at risk.

WHO CARES?

We Do
Law Enforcement Officers of Wisconsin

HS328 / 12-02

If you see an emergency vehicle with its lights flashing on the shoulder...

Brought to you by the Wisconsin Department of Transportation - Bureau of Transportation Safety
Funded by NHTSA

Citation stuffer used to remind motorists

Speeding & safety belts

Law enforcement mobilizes to save lives

In 2003, 22,068 speed-related crashes in Wisconsin caused 287 fatalities and 11,577 injuries, of which 1,449 were disabling. To help reduce this toll, law enforcement officers participated in a statewide Summer Speed Enforcement Mobilization in August with two weeks of intensive speed enforcement. Their efforts helped make the month one of the safest in more than a half-century; 73 people were killed in crashes, six fewer than last year and three below the five-year average.

In this two-week period, officers worked 2,606 overtime hours and made 3,343 traffic stops, with 2,268 resulting in

speeding citations. Also, 43 impaired drivers were arrested and 230 were found to be operating after revocation or suspension.

The enforcement followed a statewide media campaign of safety belt education, with the message, *BUSTED, Buckle Up or Pay the Price*. Officers wrote 311 safety belt citations during the mobilization, and the good news is that safety belt compliance in Wisconsin reached 72.4% for the first time this summer, up 2.6% in one year.

Contact Mary Rogers, WisDOT-BOTS, at (608) 267-3155 or mary.rogers@dot.state.wi.us.

New mailing address?

Please send address updates to Judy Gelhaus at (608) 267-2470 or judith.gelhaus@dot.state.wi.us.

And let us know if you know other people who might enjoy getting this newsletter.

Highway Safety Partners

This section profiles people who are helping improve traffic safety in Wisconsin.

Bill Bremer

*Safety engineer
Federal Highway Administration (FHWA)*



Bill is a lifelong Badger, having grown up in Waukesha and receiving his civil engineering degree at UW-Platteville in 1970. He began his career with FHWA in their engineer training program which, along with a 19 month stint in the Army, took him to nine different states during the next five years. When the FHWA Wisconsin Division created a new safety engineer position, Bill gladly moved back home and has been in their Madison office ever since.

As a program manager, he supports and promotes various federal-aid highway safety programs. On a daily basis, he works closely with many of the WisDOT offices, serving as a technical resource and often as a team member on WisDOT safety committees.

"I am a firm believer in the 4 E's that make up the highway safety program, since learning early on that engineering—like enforcement, education and emergency medical services—can't do it alone."

Mostly Bill focuses on Wisconsin issues, but he often gets called upon to serve on national task forces and technical teams, including those working on the Manual on Uniform Traffic Control Devices and US DOT Railroad Grade Crossing Safety. He is also an instructor for the FHWA National Highway Institute, teaching the AASHTO Roadside Design Guide nationwide.

Contact Bill at (608) 829-7519 or william.bremer@fhwa.dot.gov.



Patti Dickey

PCCPSA & WINS

Patti Dickey

*Director, Portage County Child Passenger Safety Association (PCCPSA)
Manager, Wisconsin Information Network for Safety (WINS)*

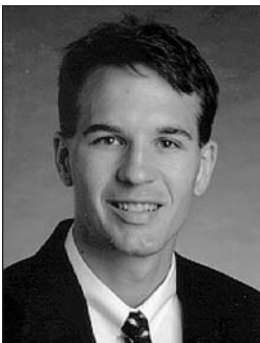
Educating the public about child passenger safety—Patti is devoted to this life-saving work. In 1982, she began volunteering for the PCCPSA, renting car seats to new moms at St. Michael's Hospital in Stevens Point. Now, as PCCPSA director, she helps parents and caregivers with the proper installation of car seats. She also does presentations and programs for schools and other organizations.

PCCPSA also manages WINS, which provides child passenger safety (CPS) consulting services and staffs a toll-free number [(866) 511-9467] under contract with WisDOT-BOTS.

The following success story is what Patti's work is all about. A young couple and their one-week old baby came in for a car seat check. Since they had an older child, they thought they had installed the seat correctly, but they were greatly surprised to learn there were many problems with the way it was being used. Three days later, mom and baby were in a serious crash—and the baby was not injured.

Patti, a certified CPS technician/instructor, also serves on several community boards, including Achievement Center Early Intervention Program, Portage County Alliance for Youth, Family Connections of Portage County, and the Leadership Portage County Alumni Board.

Contact Patti at (866) 511-9467.



Bryan Roessler

Wisconsin Council of Safety

Bryan Roessler

Director, Wisconsin Council of Safety (WCS)

The Wisconsin Council of Safety is a charitable, nonprofit affiliate of the Wisconsin Chamber of Commerce Foundation, which has 5,000 members with more than 500,000 employees.

Bryan's background is in finance, marketing and management and he has been with WCS nine years. His work, including arranging numerous trainings, conferences, safety initiatives and award programs, focuses on eliminating the causes of preventable and unintentional injury and death, not only in the workplace but also in homes, schools and on our roadways.

In 2003, 836 people died on our roadways, the largest number since 1981, and fatalities had dramatically increased each of the previous three

years. Bryan says, "We are very concerned about traffic fatalities and injuries. Over 60% of the people who perish on our roads are not buckled up, and driver mistakes continue to cause 90% of all motor vehicle crashes." WCS recently launched *Crash-Free Wisconsin*, an initiative that includes training programs and raising public awareness about the seven key behaviors that contribute to crashes. As part of the campaign, a series of buckle-up PSAs featuring singer Celine Dion were broadcast on television and radio. Training programs focus on defensive driving and refreshing skills for drivers of all kinds of motor vehicles, including fire trucks, vans and SUVs.

Bryan serves on more than 20 committees and boards, including several with the National Safety Council, of which WCS is the state chapter.

Visit www.wischamberfoundation.org/wcs/ and contact Bryan at (800) 236-3400 x4 or broessler@wischamberfoundation.org.

Drinking on campus

"Just the Facts" marketing campaign dispels misconceptions

As part of a nationwide study from 2001 to 2004, UW-Milwaukee students received an important factual message (see poster). The study explored this question; would high-risk drinking on campus decrease if students realized that most of their peers don't drink heavily?

The study tested the effectiveness of what is called the social norms marketing theory. We're all influenced by what we think other people are doing—especially our peers, by what we consider to be the social norms. For example, some students might feel pressured to drink because they feel that "everyone else is doing it." The theory of social norms marketing is that sometimes we misperceive social norms, and this can influence us in negative ways. Learning what the social norms actually are might be helpful.

Supplemental WisDOT-BOTS funding was used to print posters, send birthday cards with the "Just the Facts" message to students for their 21st birthday, and advertise the campus safe ride program.

Each year, random sample surveys measured actual drinking along with perceptions of other students' drinking habits. During the study, alcohol use at parties and in the past 30 days didn't change significantly. But the percentage of students who refused to ride with a drunk driver rose from 13.9% to 17.7%, and those using a safe ride service rose from 19.8% to 28.7%. These results are preliminary and represent a small sample from just one of 32 universities nationwide that participated in the study. Preliminary national results indicate that college student drinking remained stable in the experimental schools while rates at comparison schools that didn't implement the "Just the Facts" social norms campaign rose significantly. Final national results are due soon.

Contact Dr. Carol Ott, UW-Milwaukee, at (414) 229-5491 or carlott@uwm.edu.



Loaner lasers

Study speeding in your community

If you want to get an accurate picture of the speeding problem in your community, you can borrow a laser from the WisDOT Bureau of Transportation Safety. Two lasers are available for local speed studies but not for law enforcement. They are first-generation but have been reconditioned.

You might want to do speed surveys, for example, in school zones or other high-risk areas. In 1994, these lasers were used for the statewide motorcycle speed survey, and in 2001 for Milwaukee's Yard Sign Evaluation Project, which showed significant speed reduction in neighborhoods where yard signs were used appropriately.

Contact Jerry Smith, WisDOT-BOTS, at (608) 266-0420 or jerry-dtim.smith@dot.state.wi.us.



Mark your calendar!

January 24

10 a.m.

Governor's Highway Safety Council

State Capitol building
Meeting open to the public

Contact Judy Gelhaus, WisDOT-BOTS, at (608) 267-2470 or judith.gelhaus@dot.state.wi.us.

February 9-15

Child Passenger Safety Week

www.safekids.org

April

Alcohol Awareness Month

www.nhtsa.dot.gov

May 23-June 5

Safety Belt Mobilization

August 17-18

31st annual Governor's Conference on Highway Safety

Green Bay

Contact Vicki Schwabe, WisDOT-BOTS, at (608) 266-0402 or vicki.schwabe@dot.state.wi.us.

Aug 19-Sept 5

Alcohol Mobilization





"Road Crew has shown that behavior change is possible. Safety is not only a wise choice, but it can be made an attractive alternative for the targeted 21-34 year-old age group."

— Carol Karsten
WisDOT-BOTS
Alcohol Program Manager



Dodgeville/Mineral Point
Road Crew spokesperson
Denny Marklein during
September 2003 press event.

Demonstration project reduces drunk driving

A year-long demonstration project has given almost 20,000 rides to potential drunk drivers in three rural communities: Dodgeville/Mineral Point, Polk County and Tomah. These rides resulted in an estimated 17% reduction in drunk driving crashes in these areas.

The NHTSA-funded *Road Crew* program attempts to change the behavior of 21-34 year-olds by using social marketing, which borrows commercial marketing techniques. Commercial marketers know that to get people to try a new product, it must be appealing and serve a need. If the need is for people to get home after excessive drinking, then there must be an appealing alternative to driving themselves—like a nice limo ride. In Dodgeville, they started out using vans, but when they added a little 'sizzle' by switching to limos, the program started to connect.

WisDOT-BOTS led the statewide project team, in collaboration with the UW-Madison School of Business, Miller Brewing Company, and the Tavern League of Wisconsin. Funding sources for the local programs included donations, fundraising events, and ride fares. In Polk County, participating taverns helped sponsor the service, and in Dodgeville volunteer drivers helped keep the costs down. After the demonstration year, July 2002



GUESS WHO'S NOT WORRIED ABOUT DRIVING TONIGHT?
Dave doesn't have to drive tonight. That makes him happy. Because when The Road Crew is driving, and Dave is not, he can relax and simply enjoy a nice time with his friends. For more info on the totally brand-newest way to get around safely, just call XXX-XXXX. And remember, safety first, so don't jump around in the bar. Thanks.



Dial XXX-XXXX

through June 2003, almost 70% of the people in the three communities were aware of the service.

These communities have learned an important lesson that can benefit other communities and Safe Community Coalitions around the state as they consider starting their own *Road Crew* service; it's a big help to have a local champion who can get the ball rolling.

For more information, see the WisDOT website at www.dot.wisconsin.gov/library/publications/topic/safety/roadcrew-twopage.pdf. Also contact your WisDOT-BOTS Regional Program Manager, or Carol Karsten at (608) 266-0550 or carol.karsten@dot.state.wi.us.

Wisconsin Department of Transportation
Bureau of Transportation Safety
P.O. Box 7936
Madison, WI 53707-7936